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The **impact** of services versus goods on consumers' **assessment** of perceived **risk** and variability

KB Murray, JL Schlacter - Journal of the Academy of Marketing Science, 1990 - Springer

... THE **IMPACT** OF SERVICES VERSUS GOODS ON CONSUMERS' ... **ASSESSMENT** OF PERCEIVED **RISK** AND **VARIABILITY** ... will perceive greater pre-choice per- formance **risk** for services ...

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... genetic **assessment**: psychological **impact** on women at different levels of familial breast cancer **risk**

K Brain, P Norman, J Gray, C Rogers, R Mansel, P ... - British journal of cancer, 2002 - nature.com

... possible to examine psychological **impact** separately for ... likely that initial genetic **risk assessment** will be ... and communicating genetic **risk** information (Emery ...

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OP Bebeko - Journal of Services Marketing, 2000 - emeraldinsight.com

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The **impact** of communication effectiveness and **service** quality on relationship commitment in consumer ...

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... the adviser can effect a needs **assessment** and recommend ... by far the greatest overall **impact** in explaining ... setting realistic expectations about **risk** and returns ...

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RH Needle, RT Trotter, M Singer, C Bates, JB Page, ... - American Journal of Public Health, 2003 - Am Public Health Assoc

... Quantitative findings from the rapid **assessment** surveys were summarized using ... the time-based patterns of activities that have an **impact** on HIV **risk** and **risk** ...

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